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Malaysian publisher inks deal with Thai varsity



PELANGI Publishing Group signed a memorandum of understanding (MoU) with HCD Suan Dusit University, Thailand at the Penerbitan Pelangi Sdn Bhd sales office in Bandar Baru Bangi recently.

The MoU marks the collaboration between Pelangi Publishing Group and HCD Suan Dusit University of Thailand in StudyFun interactive digital teaching aids project, 21st Century Kids Seminar and STEM Kindergarten projects.

Both parties will also be working together in developing content, organising and promoting academic seminars or trainings for schools or other organisations, recommending potential teaching and learning tools for purchasing and distribution, and promoting the exchange of innovative ideas which benefit both parties.

The MoU was signed by HCD Suan Dusit University of Thailand Human Capital Development Centre director, assistant professor Dr Padoung Prommul and Pelangi Publishing Group deputy managing director Sum Lih Kang.

The signing ceremony was witnessed by HCD Suan Dusit University of Thailand head of Innovation & Academic Business Section Sumalee Chaypanya and Pelangi Publishing (Thailand) Co Ltd Country Sales and Operation manager Adrian Koh.

Dedicated to the betterment of Malaysia's quality of education, Pelangi Publishing Group has an excellent track record in the design, publication, warehousing and distribution of books, magazines, multimedia and digital products for more than 37 years.

The group's values and professional ethics adhere closely to its motto "Quality Books for Quality Education" and commitment to helping to shape a brighter future for everyone through education.

Currently, more than 2,000 bookshops located in 13 states distribute Pelangi's books. The company sells books in more than 20 countries.

HCD Suan Dusit University of Thailand was established in 1934 as the first official home science school in Thailand with the purpose of instructing women on home science. Today, the university has a total of 16 campuses throughout Thailand.

As for the Asean Economic Community (AEC) preparedness, great emphasis has been placed by HCD Suan Dusit University of Thailand on building the existing strengths, chiefly Food, Childhood Education, Nursing and Service Industry, which are believed to attract the attention of other Asean countries.

The valuable exchange of professional knowledge and ideas shared by both parties will continually sharpen the goal towards realising teaching and learning excellence in childhood education for both nations and the Asean region.

Also present at the event were Pitichai Ransiyanon, the liaison person between the Pelangi Publishing Group and HCD Suan Dusit University, Thailand; Penerbitan Pelangi Sdn Bhd Sales and Marketing director Loke Fook Yoon; Penerbitan Pelangi Sdn Bhd senior publishing manager Poh Swee Hiang; Pelangi Professional Publishing Sdn Bhd senior publishing manager Ian Goh; Penerbitan Pelangi Sdn Bhd international publishing manager Ng Lai Ping; Pelangi Publishing (Thailand) Co Ltd branch manager Akarapol Wattanasin; and Pelangi Publishing (Thailand) Co Ltd managing editor Khattiyada Chaiyo.